



Sports Management and Marketing Services

Staging an international sporting event→ Planning a new sports facility→
Establishing and implementing international standards for recruitment of
professional players→ Maintaining and improving high profile leagues→
Keeping operations running smoothly→

All these challenges and much more others are constant challenges for sports executives.



No matter how astute and well informed your executives and internal staff may be, the time will come when you are confronted with a situation that you simply do not feel comfortable tackling it on your own. Then you need the help of an external professional sports management talent.

“The expertise you need to solve your toughest sports management and marketing challenges”

Exsportise is a professional sports service and consultation firm comprising organizations and experts who possess a diverse array of professional experience in the sports industry. We provide our professional services to regional, national and local organizations across the Middle East. Our clientele ranges from regional sports governing bodies, to national Olympic Committees and sports associations, to local sports clubs.

We offer a broad range of services tailored to meet the needs and requirements of our clients. We are often called upon to provide integrated solutions that take projects from conception to implementation in an effective and result-oriented manner. We strive to provide our clients with practical and creative recommendations that reflect current and expected market realities.

OUR SERVICES

- Strategic Planning Services
- Development & Project Management Services
- Marketing Services
- Representation and Legal Services
- Crisis Public Relation/Management Services

OUR CLIENTS

- Regional Sports Governing Bodies
- National Olympic Committees
- National Sports Associations
- Sports Clubs
- Corporation Sports Sponsors

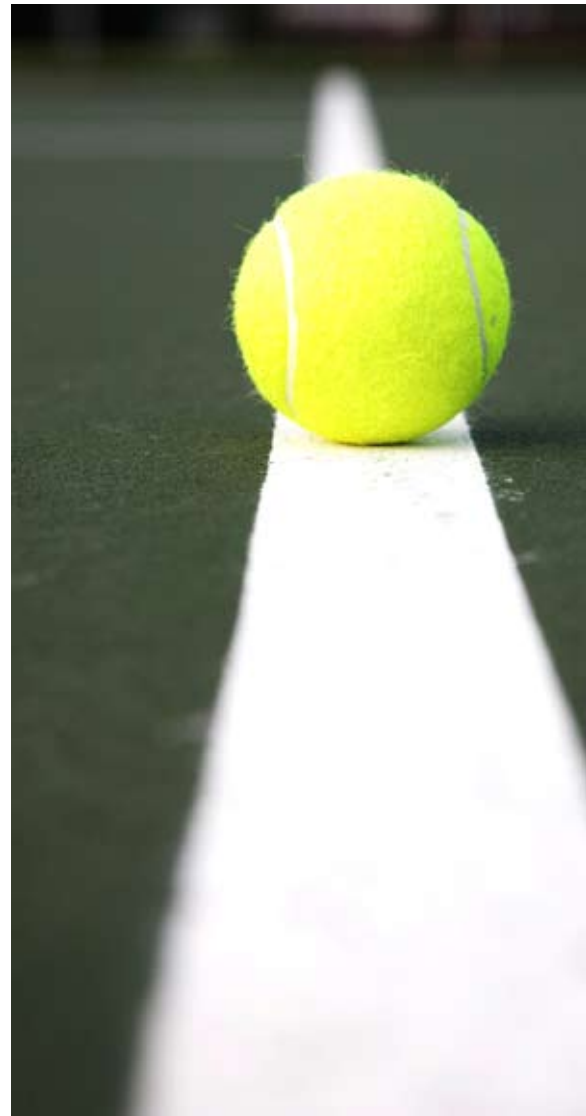
Strategic Planning Services

In Exsportise, we believe that strategic planning is essential for any sports organization to flourish and survive in a competitive environment. Our approach to strategic planning focuses on working with the clients to develop a unique process that fits their needs and achieve their objectives. Our Strategic Planning Services are designed to assist sports organizations through a comprehensive analysis and planning processes to transform broad visions into executable plans and objectives that deliver results.

1. Development of new strategies
2. Evaluation of existing strategies

“Our consultants deliver professional industry insights that translate board visions into practical action plans”

The experts at Exsportise maintain close and harmonious working relationships with many sports organizations and professional individuals in the sports industry. Through successful collaboration with these professional institutions, Exsportise's experts develop strategic plans that provide practical roadmaps for Exsportise's clients that guide them in their decision-making. We help you direct your sports organization where you want it to go, our role in the process being that of a facilitator.



Development & Project Management Services

In today's competitive sports environment, development of sport is a critical opportunity for sports organizations. Hence, Exsportise offers development and project management services that maximize value to any sports related project.

1. Project Management
2. Development Services

Our experts' extensive experience and expertise is put to work on sports projects, policy and/or program design, implementation, monitoring and evaluation. We work with our clients as partners, sharing with them equal interest and concern in the development of their sports related projects and objectives.

We shall assign a team that will work shoulder to shoulder with your people to deliver results and bring ambitions to fruition.

We offer project management capabilities that deliver clarity and focus starting from the objective setting phase right through the successful implementation. Our goal in every project that we undertake is to instill world class professionalism at every stage; from planning to mobilization to execution and conclusion of projects.





Marketing Services

In Exsportise, our primary goal of providing marketing services is to help our clients to maximize revenue from marketing-based resources.

Our marketing services are therefore designed to help the sports organizations to promote themselves and attract wider public recognition by enhancing the appeal of their events, teams and athletes, and eventually attract more corporate sponsorships.

1. Sponsorship packaging
2. Marketing Plan
3. Revenue generation enhancement programs
4. Branding and Positioning.

“Exsportise has the tools and means to help your team increase attendance, increase sponsorship revenues and raise its community image”

your risks minimized and your investment and media returns are maximized. Our marketing experts will help you to get the most from your sponsorship properties and marketing plans.

Our sports marketing experts will help you shape and position your sports organization, club, team or event to the right audience, and provide you with tailored advice and services to ensure that your requirements are adequately attended to, your objectives are successfully fulfilled,



Representation and Legal Services

In an ever growing and globalized sports world, a complex web of relationships is taking shape. Thus, it is important that your interests are protected properly at the start and throughout the relationship. Should any issue or dispute arise, your representatives must be well equipped to protect your rights and interests and ensure minimum disruption to your activities.

1. Legal Advice
2. Legal Representation
3. Rights Negotiations

In Exsportise, we believe everyone in the sports industry deserves to be treated fairly. You can count on us if you have a legal matter or issue which requires legal advices. We provide you with the best expertise necessary for handling your legal issues in the most professional manner.

We offer our clients a variety of legal services and business advice to accommodate all of their needs. Our experts are well experienced in advising sports affiliated associations and organizations on various legal issues and cases. Our legal services include representation in areas such as contract negotiation, sponsorship, licensing, and endorsements.

When sports issues or disputes arise, we assure you that our sports legal experts will be there beside you to provide the best possible advice on the course of action to be taken to protect your rights and interests.

Our aim at Exsportise is to provide our clients with a safety-net to safeguard their interest from any form of legal dispute

Crisis Public Relations (PR)/Management Services

In Exsportise, through our experts network can provide immediate assistance to help sport organization respond to serious reputation threats and operational interruptions. When our experts are called upon to assist with crisis management, they launch into swift situation assessment and short-term planning. This helps senior officials and executives deliver the right message using the appropriate tone and correct media to minimize the impact and decrease disruption.

1. Managing PR Crisis Situation
2. Crisis Communications Plans

Once the affects of the crisis subsides, our experts help assess the damage and shape medium and long

range plans to restore public confidence and brand and/or corporate reputation. Our experts devise plans to prevent similar crises, maximize turnaround and minimize sustained damage.

“With today’s round the clock live media coverage, no sport organization, athlete or event is immune to PR crises”

Our Value Addition

Exsportise offers you:

- A long-term relationship with a partner who provides creative and value added advices.
- Strong client advocacy and responsiveness.
- Broad multi-skill platform with scalable resources.
- Flexibility and ability to work with your team to get a job done in an effective and cost efficient manner.
- Seasoned professionals with in depth expertise in sports matters.
- Proven methodologies and leadership.





DEVELOPING SPORT

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